



## Public Relations Foundation of Houston Scholarship Criteria – Academic year 2012/2013\*

### Welcome Applicants!

The Public Relations Foundation of Houston (PRFH) was established in 2001 with the support of members from the Houston Chapter of the Public Relations Society of America (PRSA) and is a fund within the Greater Houston Community Foundation (GHCF), which is a fully tax-exempt 501(c) (3) charity. The mission of the PRFH is to contribute to the advancement of the communications profession through the support of education in public relations and related disciplines, which are the areas served by the PRSA Houston Chapter.

The PRFH awards one **\$3,000** scholarship (\$1,500 for two semesters) each year to a college student pursuing an undergraduate or post-graduate degree in public relations or related fields and who is from the Houston area or is enrolled in a Houston-area or regional college or university.

### Requirements:

- Preference is given to students attending regional Houston institutions (University of Houston, Sam Houston State, Texas A&M) that have official Public Relations Student Society Chapters sponsored by the Houston PRSA Chapter.
- Recipient must have a declared major in communications, public relations, journalism or marketing and have a desire to practice the public relations profession.
- Recipient must be enrolled for a minimum of 12 hours for undergraduate students or nine (9) hours for post-graduate students and have completed a minimum of six (6) hours of core classes in major.
- Preferred minimum grade point average of 3.25 in the major and 3.00 overall.
- Applicant must submit copies of all college transcripts with this application. Unofficial transcripts are accepted as long as GPA information is on each transcript. Formal/official transcripts will be required if applicant is selected for scholarship.
- Applicant must comply with all requirements including completing application form, completing writing assignment, submitting transcript(s) and submitting a recommendation letter.
- Applicants also may submit a resume and/or a sample of his/her work for consideration. The application package should be submitted electronically with the samples saved in a separate PDF document and no longer than five (5) printed pages.
- Finalists are required to be available for an in-person interview on **Saturday, April 14, 2012**. Recipient should be available to attend PR Excalibur Awards event held in June in Houston for recognition by the PRSA Houston Chapter.

### Selection Criteria – How does your application add up?

- Applications will be graded on six criteria listed below:
  1. Writing Sample – 25%
  2. Student and professional organizations participation and leadership (preference given to PRSSA) – 25%
  3. GPA – 20%
  4. Community involvement, collegiate activities, letters of recommendation – 10%
  5. Work experience – 10%
  6. Financial need – 10%
- Finalists will be invited to an in-person interview. The final decision will be based on the combined application (50%) and interview scores (50%).
- Scholarships will be awarded without regard to race, color, religion, sex, marital status, nationality, ethnicity, age, disability or veteran status.
- Applications must be received by **Friday, March 9, 2012**. Options for submitting the application package are detailed on page 3 of the application form.
- The scholarship recipient will be notified by PRFH and will be sent a form by the Greater Houston Community Foundation (GHCF) that must be completed and returned before the scholarship check will be issued to the recipient's school.

### Applicants must:

- Comply with all requirements and selection criteria.
- Complete the entire application and turn in by the submission deadline. Submission directions found on application form.
- Provide all college transcripts – unofficial transcripts are allowed if GPA information is included on transcript.
- Provide at least one recommendation letter from a professor, teacher or employer.
- Complete a one-page writing sample on one of the provided topics detailed on page 3 of the application.

### General timeline for scholarship approval:

- March – Applications due to PRFH on **Friday, March 9, 2012**
- April – Formal interviews with finalists on **Saturday, April 14, 2012**
- May – PRFH trustees choose scholarship recipient & contact winner
- June – Scholarship recipient attends PRSA Excalibur event (date to be announced)

\*Scholarship covers fall 2012 and spring 2013 semesters.